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**TRANSGENIC PLANTS CONTAINING MOLECULAR
DECOYS THAT ALTER PROTEIN CONTENT THEREIN**

Abstract

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The present application describes isolated nucleic acids that contain a *Nic* gene product responsive element, and the use thereof in methods of producing transgenic tobacco plants having reduced levels of nicotine and/or TSNA therein, as well as other plants or host cells that contain altered levels of a protein of interest therein due
10 to inclusion of a *cis*-acting decoy element therein.

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